

## **Technologies List**

### Research

- Conventions of music videos
- Similar music videos

### Word Processing

- Microsoft Word + Powerpoint (for presentations)
- All my research essays
- Lyric analysis
- Shot listing

### Printing and scanning

- All done with my HP F380 deskjet
- Scan in all the plans
- Print out all the mock covers for the digipack

### Macbook

- Word processing,
- Editing
- Presentations
- Email

### Filming

- Panasonic used for performance and some narrative filming
- Professional but still standard definition
- Handicam used for some narrative filming + general small pieces
- Flip used for evaluation - because I didn't want to edit in HD and preferred tape.
- Flip also used for audience feedback presentation

### Photography

- All ancillary task photography used Nikon D70
- Auxillary flash as mentioned in Eval Q1 was too bright
- Used lamps to light my photographs – gave me more control over photo
- Other photography was done with Olympus 1060
  - Better portability and good quality

### Video Storage

- Tape recording
- Better quality – easy to capture.
- Flip has digital storage

### Mobile Phone

- Used for booking the locations
- Liaising with band
- Reading key emails
- Taking quick photographs
- Controlling presentations (for feedback and evaluation)

- Lots of email liaising done prior to filmin

#### Mass Storage

- Used a Seagate portable hard drive as render/scratch disk.
- Because of size, easy to save and very portable
- Always backed up to studio PC.

#### Audio Recording

- Studio PC
- All my mixing setup
- Microphone connected to mixer is what I recorded voiceovers on

#### Video Editing

- Final Cut Express
- iMovieHD for photo slideshows and capturing DV footage
- Both are Intuitive and professional
- FCE is non-linear
- iMovieHD is linear editing.

#### Audio Editing

- Adobe Audition is what I use at the radio station
- I have the Beta copy on my macbook
- Very good for processing my audio and mastering it

#### Photo Editing

- For the ancillary task I put together the graphics in Photoshop
- All editing in there
- Could have used InDesign for ancillary tasks but just as easy in photoshop (keeps it all within one program- less hassle having to boot up only 1 program)

#### Online Slideshows

- Done on Flickr where I can upload my photographs
- Then export them into a slideshow
- Embed into my blog

#### Online video hosting

- I wanted to try and use Vimeo more this project because haven't used it
- But YouTube is just superior in every way!
- Free, loads of upload space, quick, and uses my google account
- I can even set videos to 'unlisted' so my subscribers don't my analysis videos!

#### Online web hosting

- When I created the website for band feedback,
- I hosted this using my 'Dropbox' account
- 'Internet Archive' for hosting PDF evaluation scripts

- 'Internet Archive' for audio hosting and embedding audio into blog.

### Blogging

- I recently got asked which blogging service I'd recommend
- Definitely Blogger is very good
- Intuitive and easy with good multimedia compatibility

### Online Marketing

- We marketed the video on Facebook/twitter/my personal blog.